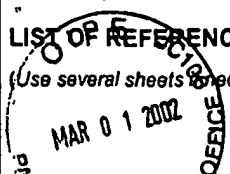


<b>LIST OF REFERENCES CITED BY APPLICANT</b> (Use several sheets if necessary) 	ATTY. DOCKET NO.	SERIAL NO.
	100604.002	10/019159
	APPLICANT	
	Petersen, et al.	
FILING DATE		GROUP
December 18, 2001		Not Yet Assigned

# **U.S. PATENT DOCUMENTS**

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
BB	AA	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
BB	BB	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
BB	CC	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements within Interactive Communication Systems	705	14	08/20/96
BB	DD	5,937,162	08/10/99	Method and Apparatus for High Volume E-Mail Delivery	395	200.36	09/24/96
BB	EE	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
BB	EE	6,018,619	01/25/00	Method, System and Apparatus for Client-Side Usage Tracking of Information Server Systems	395	200.54	05/24/96
BB	FF	6,029,195	02/22/00	System for Customized Electronic Identification of Desirable Objects	709	219	12/05/97
BB	GG	6,047,310	04/04/00	Information Disseminating Apparatus for Automatically Delivering Information to Suitable Distributees	709	201	07/10/96
BB	HH	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97
BB	II	6,076,101	06/13/00	Electronic Mail Processing System with Bonus Point Tracking	709	206	08/14/97

# **FOREIGN PATENT DOCUMENTS**

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

# **OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)**

BB	HH	M2 Presswire-27, "eXstatic Software" dated January 27, 2000
BB	II	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000
BB	JJ	"Altia Design Propels into Multimedia Market Creating Animations for Internet Ads" dated August 19, 1996
BB	KK	Internet Business News, "AdValue launches new tracking tool for e-mail marketing campaigns" dated February 10, 2000
BB	LL	Deni Connor "Novell unveils 'digitalme' adjunct to NDS" dated October 11, 1999

BB.	MM	PRR Newsline Association, Inc. "Doubledclick Debuts New Tool for Testing Creative on the Web" dated May 20, 1996	
EXAMINER	MAR 01 2002	<i>Balvany Kuntin</i>	DATE CONSIDERED 11-24-04
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.			